



WFTV-TV
P.O. Box 863324
Orlando, FL 32886-3324
ph: (407) 841-9000
fx: (407) 841-8259

Advertiser
Agency
Buyer
Salesperson

Democratic Congressional Campaign (913;
Great American Media (3571)
KEULEMAN,KATIE
Telerep/Washington DC, Washington DC
(1040)
ph: (555) 555-5555
Political - Issue (1068)
DCCC (28005)
National/Political
1193/06144805

Invoice 643015
Inv Date 10/28/2012
Terms Net 30
Contract 312015
Bill Type Standard
Period 10/1/2012 - 10/28/2012

Great American Media
1010 Wisconsin Avenue
Washington, DC 20007

AgM

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

1, Modified on 11/01/12 12:51 PM

DCCC

***** THIS IS A CASH IN ADVANCE

CO-OP/Order Type No/Normal
Package
Gen. Date 10/30/2012 4:04:13PM

Orlando (WFTV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
1.0	Spot	5:00:00AM- 5:30:00	Day,Tu-1,W-1,Th-1,F-1	10/23/12 5:14AM (Tu)	00:30			
1.0	Spot	5:00:00AM- 5:30:00	Day,Tu-1,W-1,Th-1,F-1	10/24/12 5:28AM (We)	00:30	D3C12FL10T01H	\$570.00	
1.0	Spot	5:00:00AM- 5:30:00	Day,Tu-1,W-1,Th-1,F-1	10/25/12 5:23AM (Th)	00:30	D3C12FL10T02H	\$570.00	
1.0	Spot	5:00:00AM- 5:30:00	Day,Tu-1,W-1,Th-1,F-1	10/26/12 5:14AM (Fr)	00:30	D3C12FL10T02H	\$570.00	
3.0	Spot	5:30:00AM- 6:00:00	Day,Tu-1,W-1,Th-1,F-1	10/23/12 5:42AM (Tu)	00:30	D3C12FL10T02H	\$570.00	
3.0	Spot	5:30:00AM- 6:00:00	Day,Tu-1,W-1,Th-1,F-1	10/24/12 5:43AM (We)	00:30	D3C12FL10T02H	\$775.00	
3.0	Spot	5:30:00AM- 6:00:00	Day,Tu-1,W-1,Th-1,F-1	10/25/12 5:52AM (Th)	00:30	D3C12FL10T02H	\$775.00	
3.0	Spot	5:30:00AM- 6:00:00	Day,Tu-1,W-1,Th-1,F-1	10/26/12 5:53AM (Fr)	00:30	D3C12FL10T02H	\$775.00	
4.0	Spot	6:00:00AM- 7:00:00	Day,Tu-1,W-1,Th-1,F-1	10/23/12 6:12AM (Tu)	00:30	D3C12FL10T01H	\$1500.00	
4.0	Spot	6:00:00AM- 7:00:00	Day,Tu-1,W-1,Th-1,F-1	10/24/12 6:42AM (We)	00:30	D3C12FL10T02H	\$1500.00	
4.0	Spot	6:00:00AM- 7:00:00	Day,Tu-1,W-1,Th-1,F-1	10/25/12 6:28AM (Th)	00:30	D3C12FL10T02H	\$1500.00	
4.0	Spot	6:00:00AM- 7:00:00	Day,Tu-1,W-1,Th-1,F-1	10/26/12 6:42AM (Fr)	00:30	D3C12FL10T02H	\$1500.00	
6.0	Spot	7:00:00AM- 9:00:00	Day,Tu-2,W-1,Th-2,F-1	10/23/12 7:55AM (Tu)	00:30	D3C12FL10T02H	\$1750.00	
6.0	Spot	7:00:00AM- 9:00:00	Day,Tu-2,W-1,Th-2,F-1	10/23/12 8:59AM (Tu)	00:30	D3C12FL10T01H	\$1750.00	
6.0	Spot	7:00:00AM- 9:00:00	Day,Tu-2,W-1,Th-2,F-1	10/24/12 8:55AM (We)	00:30	D3C12FL10T02H	\$1750.00	
6.0	Spot	7:00:00AM- 9:00:00	Day,Tu-2,W-1,Th-2,F-1	10/26/12 7:49AM (Fr)	00:30	D3C12FL10T02H	\$1750.00	
8.0	Spot	5:00:00AM- 6:00:00	Day,Sa-2	10/27/12 5:13AM (Sa)	00:30	D3C12FL10T02H	\$300.00	
8.0	Spot	5:00:00AM- 6:00:00	Day,Sa-2	10/27/12 5:28AM (Sa)	00:30	D3C12FL10T02H	\$300.00	
9.0	Spot	6:00:00AM- 9:00:00	Day,Sa-4	10/27/12 6:00AM (Sa)	00:30	D3C12FL10T02H	\$850.00	
9.0	Spot	6:00:00AM- 9:00:00	Day,Sa-4	10/27/12 6:13AM (Sa)	00:30	D3C12FL10T02H	\$850.00	
9.0	Spot	6:00:00AM- 9:00:00	Day,Sa-4	10/27/12 6:37AM (Sa)	00:30	D3C12FL10T02H	\$850.00	
9.0	Spot	6:00:00AM- 9:00:00	Day,Sa-4	10/27/12 7:59AM (Sa)	00:30	D3C12FL10T02H	\$850.00	
10.0	Spot	5:00:00AM- 6:00:00	Day,Su-4	10/28/12 5:14AM (Su)	00:30	D3C12FL10T02H	\$300.00	
10.0	Spot	5:00:00AM- 6:00:00	Day,Su-4	10/28/12 5:22AM (Su)	00:30	D3C12FL10T02H	\$300.00	
10.0	Spot	5:00:00AM- 6:00:00	Day,Su-4	10/28/12 5:28AM (Su)	00:30	D3C12FL10T02H	\$300.00	
10.0	Spot	5:00:00AM- 6:00:00	Day,Su-4	10/28/12 5:39AM (Su)	00:30	D3C12FL10T02H	\$300.00	
11.0	Spot	6:00:00AM- 9:00:00	Day,Su-4	10/28/12 6:55AM (Su)	00:30	D3C12FL10T02H	\$850.00	
11.0	Spot	6:00:00AM- 9:00:00	Day,Su-4	10/28/12 7:12AM (Su)	00:30	D3C12FL10T02H	\$850.00	
11.0	Spot	6:00:00AM- 9:00:00	Day,Su-4	10/28/12 7:28AM (Su)	00:30	D3C12FL10T02H	\$850.00	
11.0	Spot	6:00:00AM- 9:00:00	Day,Su-4	10/28/12 8:13AM (Su)	00:30	D3C12FL10T02H	\$850.00	
12.0	Spot	9:00:00AM-10:00:00	Day,Tu-2,W-1,Th-1,F-2	10/23/12 9:50AM (Tu)	00:30	D3C12FL10T01H	\$425.00	
12.0	Spot	9:00:00AM-10:00:00	Day,Tu-2,W-1,Th-1,F-2	10/23/12 9:57AM (Tu)	00:30	D3C12FL10T02H	\$425.00	
12.0	Spot	9:00:00AM-10:00:00	Day,Tu-2,W-1,Th-1,F-2	10/24/12 9:25AM (We)	00:30	D3C12FL10T02H	\$425.00	
12.0	Spot	9:00:00AM-10:00:00	Day,Tu-2,W-1,Th-1,F-2	10/25/12 9:33AM (Th)	00:30	D3C12FL10T02H	\$425.00	
12.0	Spot	9:00:00AM-10:00:00	Day,Tu-2,W-1,Th-1,F-2	10/26/12 9:20AM (Fr)	00:30	D3C12FL10T02H	\$425.00	
12.0	Spot	9:00:00AM-10:00:00	Day,Tu-2,W-1,Th-1,F-2	10/26/12 9:51AM (Fr)	00:30	D3C12FL10T02H	\$425.00	
14.0	Spot	10:00:00AM-11:00:00	Per week (6),Tu,We,Th,Fr	10/23/12 10:29AM (Tu)	00:30	D3C12FL10T01H	\$425.00	
14.0	Spot	10:00:00AM-11:00:00	Per week (6),Tu,We,Th,Fr	10/24/12 10:49AM (We)	00:30	D3C12FL10T02H	\$425.00	
14.0	Spot	10:00:00AM-11:00:00	Per week (6),Tu,We,Th,Fr	10/24/12 10:57AM (We)	00:30	D3C12FL10T02H	\$425.00	



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Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
14.0	Spot	10:00:00AM-11:00:00	Per week (6), Tu, We, Th, Fr	10/25/12 10:16AM (Th)	00:30	D3C12FL10T02H	\$425.00	
14.0	Spot	10:00:00AM-11:00:00	Per week (6), Tu, We, Th, Fr	10/25/12 10:46AM (Th)	00:30	D3C12FL10T02H	\$425.00	
14.0	Spot	10:00:00AM-11:00:00	Per week (6), Tu, We, Th, Fr	10/26/12 10:45AM (Fr)	00:30	D3C12FL10T02H	\$425.00	
18.0	Spot	12:00:00PM- 1:00:00	Day, Tu-1, W-1, Th-1, F-1	10/23/12 12:12PM (Tu)	00:30	D3C12FL10T02H	\$750.00	
18.0	Spot	12:00:00PM- 1:00:00	Day, Tu-1, W-1, Th-1, F-1	10/24/12 12:53PM (We)	00:30	D3C12FL10T02H	\$750.00	
20.0	Spot	1:00:00PM- 2:00:00	Day, Tu-1, W-1, Th-1, F-1	10/23/12 1:29PM (Tu)	00:30	D3C12FL10T01H	\$600.00	
20.0	Spot	1:00:00PM- 2:00:00	Day, Tu-1, W-1, Th-1, F-1	10/24/12 1:28PM (We)	00:30	D3C12FL10T02H	\$600.00	
20.0	Spot	1:00:00PM- 2:00:00	Day, Tu-1, W-1, Th-1, F-1	10/26/12 1:57PM (Fr)	00:30	D3C12FL10T02H	\$600.00	
22.0	Spot	9:00:00AM-10:00:00	Day, Sa-2	10/27/12 9:29AM (Sa)	00:30	D3C12FL10T02H	\$1600.00	
22.0	Spot	9:00:00AM-10:00:00	Day, Sa-2	10/27/12 9:47AM (Sa)	00:30	D3C12FL10T02H	\$1600.00	
25.0	Spot	4:00:00PM- 5:00:00	Day, Tu-1, W-2, Th-2, F-1	10/23/12 4:55PM (Tu)	00:30	D3C12FL10T01H	\$800.00	
25.0	Spot	4:00:00PM- 5:00:00	Day, Tu-1, W-2, Th-2, F-1	10/24/12 4:09PM (We)	00:30	D3C12FL10T02H	\$800.00	
25.0	Spot	4:00:00PM- 5:00:00	Day, Tu-1, W-2, Th-2, F-1	10/24/12 4:37PM (We)	00:30	D3C12FL10T02H	\$800.00	
25.0	Spot	4:00:00PM- 5:00:00	Day, Tu-1, W-2, Th-2, F-1	10/25/12 4:24PM (Th)	00:30	D3C12FL10T02H	\$800.00	
25.0	Spot	4:00:00PM- 5:00:00	Day, Tu-1, W-2, Th-2, F-1	10/25/12 4:40PM (Th)	00:30	D3C12FL10T02H	\$800.00	
27.0	Spot	5:00:00PM- 5:30:00	Day, Tu-1, W-1, Th-1, F-1	10/23/12 5:12PM (Tu)	00:30	D3C12FL10T02H	\$2000.00	
27.0	Spot	5:00:00PM- 5:30:00	Day, Tu-1, W-1, Th-1, F-1	10/24/12 5:23PM (We)	00:30	D3C12FL10T02H	\$2000.00	
27.0	Spot	5:00:00PM- 5:30:00	Day, Tu-1, W-1, Th-1, F-1	10/25/12 5:29PM (Th)	00:30	D3C12FL10T02H	\$2000.00	
27.0	Spot	5:00:00PM- 5:30:00	Day, Tu-1, W-1, Th-1, F-1	10/26/12 5:13PM (Fr)	00:30	D3C12FL10T02H	\$2000.00	
29.0	Spot	5:30:00PM- 6:00:00	Day, Tu-1, W-1, Th-1, F-1	10/23/12 5:30PM (Tu)	00:30	D3C12FL10T01H	\$2000.00	
29.0	Spot	5:30:00PM- 6:00:00	Day, Tu-1, W-1, Th-1, F-1	10/24/12 5:51PM (We)	00:30	D3C12FL10T02H	\$2000.00	
29.0	Spot	5:30:00PM- 6:00:00	Day, Tu-1, W-1, Th-1, F-1	10/25/12 5:53PM (Th)	00:30	D3C12FL10T02H	\$2000.00	
29.0	Spot	5:30:00PM- 6:00:00	Day, Tu-1, W-1, Th-1, F-1	10/26/12 5:44PM (Fr)	00:30	D3C12FL10T02H	\$2000.00	
40.0	Spot	10:00:00PM-11:00:00	Day, Tu-1	10/23/12 10:35PM (Tu)	00:30	D3C12FL10T02H	\$5750.00	
41.0	Spot	8:00:00PM- 9:00:00	Day, Th-1	10/25/12 8:59PM (Th)	00:30	D3C12FL10T02H	\$4300.00	
42.1	Spot	8:00:00PM- 9:00:00	Day, F-1	10/26/12 8:00PM (Fr)	00:30	D3C12FL10T02H	\$3250.00	
44.1	Spot	11:00:00PM-11:35:00	Per week (2), Tu, We, Th, Fr, Su	10/23/12 11:22PM (Tu)	00:30	D3C12FL10T01H	\$2000.00	
44.1	Spot	11:00:00PM-11:35:00	Per week (2), Tu, We, Th, Fr, Su	10/28/12 11:23PM (Su)	00:30	D3C12FL10T02H	\$2000.00	
45.1	Spot	11:35:00PM-12:05:00	Per week (1), Tu, We, Th	10/24/12 11:53PM (We)	00:30	D3C12FL10T02H	\$750.00	
48.0	Spot	11:30:00PM-12:00:00	Day, Su-1	10/28/12 11:42PM (Su)	00:30	D3C12FL10T02H	\$700.00	
49.0	Spot	6:00:00AM- 7:00:00	Per week (1), Th	10/25/12 6:44AM (Th)	00:30	D3C12FL10T02H	\$1750.00	M/G For 6.0.1
50.0	Spot	5:00:00AM- 6:00:00	Day, W-1	10/24/12 5:13AM (We)	00:30	D3C12FL10T02H	\$1000.00	
51.0	Spot	11:00:00AM-12:00:00	Day, Su-1	10/28/12 11:29AM (Su)	00:30	D3C12FL10T02H	\$2500.00	
52.1	Spot	7:00:00AM- 9:00:00	Per week (1), Su	10/28/12 8:24AM (Su)	00:30	D3C12FL10T02H	\$1350.00	
53.0	Spot	10:00:00PM-11:00:00	Per week (1), Su	10/28/12 10:38PM (Su)	00:30	D3C12FL10T02H	\$5750.00	
54.0 / 1	Spot	11:30:00PM-12:05:00	Per week (1), Su	10/28/12 11:47PM (Su)	00:30	D3C12FL10T02H	\$800.00	(Revised)

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



Gross Total \$90,480.00
Commission (\$13,572.00)
Net Total \$76,908.00

Total Spots 75

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.